

ORDER



WZZM 13

Orders
Order / Rev: 704144
Alt Order #: 06261161
Product Desc: DURANT FOR SENATE
Estimate: 189
Flight Dates: 08/03/12 - 08/09/12
Original Date / Rev: 08/02/12 / 08/08/12
Order Type: Core

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Stevens Reed Curcio & Potholm Medi:
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Durant / R / Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/09/12	10	\$1,690.00	\$1,436.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$1,690.00	\$1,436.50	0.00
Totals	10	\$1,690.00	\$1,436.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WZZM 13	14%	\$1,690.00
Market	100%	\$12,071.43

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	56%	\$6,760.00
WOTV	0%	\$0.00
WWMT	22%	\$2,655.71
WXMI	8%	\$965.71
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	08/03/12	08/09/12	M-F 12-1230p Noon News	CM	12-1230pm	MTWTF--	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00
NOON NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	MTWTF--			2			\$140.00		0.00			
E 2	WZZM	08/03/12	08/09/12	M-F 530-6a M-F Morning News	CM	530-6a	MTWTF--	:30	2	\$90.00	P-4	0.00	NM	1	\$90.00
RUN 1X ELECTION AM NWS AT 5:30A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	MTWTF--			2			\$90.00		0.00			

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E 2	WZZM	08/03/12	08/09/12	M-F 530-6a M-F Morning News RUN 1X ELECTION AM NWS AT 5:30A	CM	530-6a	MTWTF--	:30	2	\$90.00	P-4	0.00	NM	1	\$90.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 08/03/1208/09/12MTWTF--</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>2NZZM08/03/12-08/09/12M-F 530-6a530-6aMTWThF----:30(\$90.00)0.00NM</div><div>Credited [credit na's]</div></div></div></div></div>															
E 3	WZZM	08/03/12	08/09/12	M-F 530-6pm M-F News 250 NWS 5:30P	CM	530-6p	MTWTF--	:30	1	\$250.00	P-4	0.00	NM	0	\$0.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 08/03/1208/09/12MTWTF--</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1NZZM08/03/12-08/09/12M-F 530-6pm530-6pMTWThF----:30(\$250.00)0.00NM</div><div>Credited [credit na's]</div></div></div></div></div>															
E 4	WZZM	08/03/12	08/09/12	M-F 6-630p M-F News EYEWITNS NWS 6P	CM	6-630p	MTWTF--	:30	2	\$400.00	P-4	0.00	NM	1	\$400.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 08/03/1208/09/12MTWTF--</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1NZZM08/03/12-08/09/12M-F 6-630p6-630pMTWThF----:30(\$400.00)0.00NM</div><div>Credited [credit na's]</div></div></div></div></div>															
E 5	WZZM	08/03/12	08/09/12	M-F 6-7a M-F Morning News RUN 1X ELECTION AM MORN NWS AT 6A	CM	6-7a	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	1	\$225.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 08/03/1208/09/12MTWTF--</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1NZZM08/03/12-08/09/12M-F 6-7a6-7aMTWThF----:30(\$225.00)0.00NM</div><div>Credited [credit na's]</div></div></div></div></div>															
E 6	WZZM	08/03/12	08/09/12	M-F 7-9a M-F Good Morning Ame RUN 1X ELECTION AM GMA	CM	7-9a	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	1	\$225.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 08/03/1208/09/12MTWTF--</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1NZZM08/03/12-08/09/12M-F 7-9a7-9aMTWThF----:30(\$225.00)0.00NM</div><div>Credited [credit na's]</div></div></div></div></div>															
E 7	WZZM	08/03/12	08/09/12	M-Su 11-1135p LN M-Su Late News NWS AT 11P	CM	11-1135p	MTWTFSS	:30	2	\$275.00	P-4	0.00	NM	1	\$275.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 08/03/1208/09/12MTWTFSS</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1NZZM08/03/12-08/09/12M-Su 11-1135p LN11-1135pMTWThFSaSu:30(\$275.00)0.00NM</div><div>Credited [credit na's]</div></div></div></div></div>															
8	WZZM	08/04/12	08/04/12	WZZM Sat Weekend AMCM Sat Weekend AM News 45 SA MORN NWS 6A	CM	6-8a	-----S-	:30	1	\$45.00	P-4	0.00	NM	1	\$45.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div></div><div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div><div>Week: 07/30/1208/05/12-----S-</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>1NZZM08/03/12-08/09/12M-Su 11-1135p LN11-1135pMTWThFSaSu:30(\$275.00)0.00NM</div><div>Credited [credit na's]</div></div></div></div></div>															
9	WZZM	08/04/12	08/04/12	Sa 8-9a Sa Good Morning Amer	CM	8-9a	-----S-	:30	2	\$75.00	P-4	0.00	NM	2	\$150.00

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SA GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					2	\$75.00		0.00			
													Totals	10	\$1,690.00